ABSTRACT

An electronic commerce product pricing and selection system and method uses ~~is~~

~~disclosed,~~ a product cost and a product attribute corresponding to a product first received

from a vendor via a communications network. A sale price is then determined for the product

using the product cost and a competitive price is determined using the product attribute. The

sale price and the competitive price are then compared and the product is displayed for sale

on a website at the sale price if the sale price is determined to be within a predefined range or

threshold of the competitive price.